

# Leveraging Automation to Boost Content Management and Compliance

## Introduction

Managing records and maintaining compliance is more difficult than ever before, especially for large organizations in highly-regulated industries. The regulatory environment has become increasingly complex for companies around the world. Records management professionals are asked to manage the multiple challenges of the exponential growth of data alongside increasingly strict regulations, and rethinking their workflow and systems in perhaps the most difficult business environment in decades.

## You Don't Get a Pass on Compliance

We may be in the midst of a global pandemic, but that doesn't mean that organizations get a break when it comes to records management and compliance. The trend toward stricter regulations in the United States with the Sarbanes-Oxley Act of 2002, and again in 2003 with the implementation of the Health Insurance Portability and Accountability Act; in the EU the passage of the General Data Protection Regulation in 2018 has global implications. In 2019 data privacy legislation was a focus for many state and federal governments around the world and many more are looking at privacy legislation in 2020. It's clear the focus on data privacy and

compliance won't be slowing down any time soon.

## Information Overload

At the same time the amount of information we must managed is growing exponentially. According to IBM, [we create 2.5 quintillion bytes of data every day](#). Indeed, 90% of the data in the world today has been created in the last two years alone. According to our research here at AIIM, [over 60% of corporate data is unstructured](#) and a growing amount of that unstructured data is in the form of non-traditional "records" like text and social media messages, audio files, video, and images.

Regardless of the format, as the volume of information continues to grow, with it grows the need to comply with the numerous regulations and standards for how it should be used, stored and destroyed.

## The Rise of Automation in Information Governance

More and more large, highly-regulated organizations are turning to automation to better manage content and compliance. Leading companies in all industries are upping investments in machine learning, robotic process automation and artificial intelligence

to give birth to a more automated and intelligent approach to information governance that is more agile and innovative. This will allow organizations to be receptive to not only evolving and growing needs for security and compliance, but also process improvements and workflow that improve company performance, efficiency and translate directly to the bottom line.

### Use Case

#### Private University Automates Content Services

One of the United States' top 10 private Universities overcame considerable challenges in automating content services. The effort focused on its Accounts Payable Department and encompassed not only the core University, but also its sizable health system, including the School of Medicine, School of Nursing, and three hospitals. Each month, the University generated 80,000 invoices and had to process all the paper invoices manually. In addition, University grants, contracts and invoicing were subject to stringent federal compliance rules. In an increasingly paperless world, the school and its health system needed to automate. Working with ASG Content Services, the University successfully reengineered and automated their workflow to eliminate the paper, automatically extract critical invoice data from the document image, and feed extracted data into their SAP system for immediate access and automation. This enabled a 25% staff reduction and the school reallocated its resources to support the University's mission of education, research, and patient care.

## Three Best Practices

How can you begin to take advantage of automation to boost records management and compliance?

Organizations can respond by implementing deep analytics and control of data that spans all entry points, endpoints, file shares, servers and cloud repositories. Here are three best practices to consider.

### 1 Define opportunities where automation can help

The concepts of Artificial Intelligence and Robotic Process Automation can seem futuristic, but the advantages are available today. The key to success is to clearly understand the current process in place and work to identify which data and processes are good candidates for automation and why. Process measures help identify the gaps and point to areas where automation can make a difference.

### 2 Work to automate gaps where automation has not been applied

Many organizations have adopted discrete pockets of process automation – perhaps to support specific workflow or isolated departmental duties. But many key business activities continue to require manual intervention and data entry. Rather than reinvent the wheel, work to replicate the technologies, capabilities and lessons-learned in one area into other applications where automation has not yet been applied.

### 3 Adopt continuous auditing and analytics

Information governance is not a once and done effort. To fully enable your information to be a useful asset and reduced liability, it must be effectively governed throughout its lifecycle. Avoid projects that are executed in silos or as a single point solution. Use continuous auditing and analytics to monitor and improve compliance, identify and correct data inconsistencies in real time, improve efficiency, reduce the need for one-off cleanup efforts and gain better insight into your data.

## Moving Forward

Automation has surfaced as a powerful tool to boost content management and compliance. We will continue to see a marked increase in the activities related to records management, automation and compliance. Keys to success include using a holistic approach to content, compliance and process automation. Look for partners and providers with the right mix of expertise, capabilities and vision to allow you to make the most of your efforts.

---

Authored by:

Kevin Craine, MBA  
Content Strategist, AIIM  
Host and Producer of *AIIM On Air* Podcast

---



This Tip Sheet is sponsored by

[ASG Technologies](https://www.asg.com)

*Mobius Content Services provides a flexible and scalable architecture enabling firms to capture, manage, and govern large volumes of information.*

[www.asg.com](https://www.asg.com)

Here at AIIM we've always focused on the intersection of people, processes, and information. We help organizations put information to work. AIIM is a non-profit organization that provides independent research, training, and certification for information professionals.

© 2020

AIIM

+1 301 587 8202

[www.aiim.org](http://www.aiim.org)